



WEWS

ORDER

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Flight Dates 09/26/12-10/02/12

<u>Contract / Revision</u>	<u>311790</u>	<u>/</u>	<u>13-Americans for Job Security 9.26</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Estimate #</u>	1020
	09/20/12	09/20/12	<u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	Americans for Job Security		66 Canal Center Plaza - Suite 555	<u>Billing Type</u>	Cash
			Alexandria, VA 22314-1576	<u>Order Type</u>	GENERAL
<u>Agency</u>	Crossroads Media			<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>				<u>Billing Calendar</u>	BROADCAST
66 Canal Center Plaza - Suite 555				<u>Demographic</u>	A25-54
Alexandria, VA 22314-1576				<u>Rev Codes</u>	POL POL ISS
				<u>Product Codes</u>	PL
				<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGGN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	70	\$102,318.75	\$120,375.00	0.00	08/27/12	09/30/12	70	\$102,318.75	\$120,375.00
October 2012	43	\$63,537.50	\$74,750.00	0.00	10/01/12	10/02/12	43	\$63,537.50	\$74,750.00
Totals	113	\$165,856.25	\$195,125.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/26/12	10/02/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	11111--	:30	5	\$700.00	P-1	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- 111--		3	\$700.00		0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$700.00		0.00						
N 2	WEWS	09/26/12	10/02/12		CM	6-7a	11111--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00



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Advertiser **Americans for Job Security** Product **13-Americans for Job Secu** Estimate # **1020**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F GMC 6-7a												
				M-F GMC 6-7a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$900.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$900.00			0.00						
N 3	WEWS	09/26/12	10/02/12	M-F GMA 7-9a	CM	7-9a		11111--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
				M-F GMA 7-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$900.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$900.00			0.00						
N 4	WEWS	09/26/12	10/02/12	M-F 9-10a	CM	9-10a		11111--	:30	5	\$775.00	P-1	0.00	NM	5	\$3,875.00
				M-F 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$775.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$775.00			0.00						
N 5	WEWS	09/26/12	10/02/12	M-F 10-11a	CM	10-11a		11111--	:30	5	\$775.00	P-1	0.00	NM	5	\$3,875.00
				M-F 10-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$775.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$775.00			0.00						
N 6	WEWS	09/26/12	10/02/12	M-F 11-12p	CM	11a-12p		11111--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
				M-F 11-12p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$1,400.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$1,400.00			0.00						
N 7	WEWS	09/26/12	10/02/12	M-F 12-1230pm News	CM	12-1p		11111--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
				12-1230p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$1,000.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$1,000.00			0.00						
N 8	WEWS	09/26/12	10/02/12	1230-1P Right this Minute	CM	1230-1p		11111--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
				1230-1p Right this Minute												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$1,000.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$1,000.00			0.00						
N 9	WEWS	09/26/12	10/02/12	M-F 1-2p	CM	1-2p		11111--	:30	5	\$775.00	P-1	0.00	NM	5	\$3,875.00
				M-F 1-2p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$775.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$775.00			0.00						
N 10	WEWS	09/26/12	10/02/12	M-F 2-3p	CM	2-3p		MTWTF--	:30	0	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
				2-3pm General Hospital												
N 11	WEWS	09/26/12	10/02/12	M-F 3-4P Katie	CM	3-4p		11111--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
				M-F 3-4p Katie												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 111--		3	\$1,200.00			0.00						
		Week: 10/01/12	10/07/12	11-----		2	\$1,200.00			0.00						
N 12	WEWS	09/26/12	10/02/12	M-F 4-5p Dr. Oz	CM	4-5p		22222--	:30	10	\$1,100.00	P-1	0.00	NM	10	\$11,000.00
				M-F 4-5p Dr. Oz												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- 222--		6	\$1,100.00			0.00						
		Week: 10/01/12	10/07/12	22-----		4	\$1,100.00			0.00						



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